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PRODUCTION AND MARKETING ADMINISTRATION.  
✓ Fruit and Vegetable Branch  
UNITED STATES DEPARTMENT OF AGRICULTURE

✓X AVAILABILITY OF CERTAIN FRESH FRUITS, CANNED  
AND FROZEN JUICES, AND DRIED FRUITS IN  
RETAIL FOOD STORES, MAY 1950 X



Washington, D. C.

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## FOREWORD

This report summarizes information on availability of certain fresh fruits, canned single strength and frozen concentrated juices, and dried fruits in retail food stores throughout the United States during May 1950. This is the fourth report of this nature issued by the Fruit and Vegetable Branch, Production and Marketing Administration; the first report, issued in June 1949, reported availability of these products in April 1949; the second, issued in October 1949, reported availability in August 1949; and the third, issued in January 1950, reported availability in November 1949.

This report is presented in three parts. Section I includes a group of summary tables in which data from the May 1950 audit are compared with similar information from audits conducted in November 1949, August 1949, April 1949, and October 1948. Section II includes a series of tables presenting more detailed data on availability from the May audit and information with respect to retail inventories of dried fruits for this same period. Section III represents information on availability of fruits based on stores customarily handling fresh fruits and vegetables. For further explanation see note at head of Section III.

The data on availability of fruit and fruit products were obtained from a national probability sample of 1,915 retail food stores distributed among 5 regions, plus the cities of Chicago, New York, and Los Angeles, as shown in table 1. Within each of the 5 regions, the sample was comprised of approximately 50 counties with an average of 5 to 6 sample stores per county plus a total of 175 stores in each of the three cities. Large stores were sampled at a heavier rate than small ones in order to obtain better representation of the large stores than would have been possible in the case of proportionate representation. In this report data are presented by: (1) Size of store (annual dollar volume of business); (2) type of store management; (3) city size; and (4) geographic region as illustrated in figure 1.

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Availability of Certain Fresh Fruits, Canned  
and Frozen Juices, and Dried Fruits in  
Retail Food Stores, May 1950

SUMMARY

During May 1950, 51 percent of the retail food stores in the United States had California oranges available, while 46 percent of the stores stocked Florida oranges. Slightly over half of the stores handled fresh grapefruit; fresh lemons were available in almost 75 percent of the retail food stores.

Compared with the survey of availability in April 1949, considerably more stores were carrying California oranges in May 1950 but fewer stores stocked Florida oranges. More stores with higher volume of annual business had both California and Florida oranges available than stores doing a lower volume of business. Almost 90 percent of the national chain outlets stocked Florida oranges and almost 80 percent had California oranges.

All the national chain outlets had lemons available in May 1950 compared with 82 percent of the regional chain outlets and 72 percent of the independent groceries. Nationally, 74 percent of all retail food stores stocked lemons in May 1950--in April 1949, 70 percent of the stores had lemons available.

Over one-third of the stores had frozen concentrated orange juice available in May 1950--twice the level reported in April 1949. One out of every five stores carried frozen concentrated grape juice.

Canned tomato and canned single strength orange juice were available in 90 percent of the stores in May 1950, grapefruit juice in 80 percent, canned pineapple and grape juices in 75 percent and prune juice in 67 percent. About half the stores stocked canned orange-grapefruit blend, apple juice or lemon juice; 20 percent had tangerine juice available in May 1950. The distribution of canned citrus juices has changed very little in the past year. For all juices, availability was greater in the larger stores and in the national chains than in smaller stores and other types of outlets.

In May 1950 over 75 percent of the retail food stores had dried raisins or dried prunes available; one-third of the stores stocked dried apricots, peaches, and dates while about 10 percent had dried figs and mixed dried fruits available. The pattern of availability was similar for all the dried fruits, more larger stores than smaller stores had dried fruits available; a greater percentage of national chain outlets carried the products than either regional and local chains or independent groceries, and more stores in the Pacific, North Central, and Mountain and Southwest regions handled dried fruits than stores in the Northeast and South.

Inventories of dried fruits in retail stores in May 1950 were about at the level of the April 1949 survey.

## FRESH CITRUS FRUITS

Slightly more than three out of four retail food stores had some fresh oranges available to customers in May 1950. Over one-half of the stores carried fresh grapefruit, while almost three out of four had lemons (table 2).

About 5 percent more stores handled California oranges than Florida oranges during May. Compared with earlier surveys, the 51 percent of the stores stocking California oranges in May was about equal to the availability in November 1949, but considerably above April 1949. More stores had Florida oranges available in May 1950 than in November 1949--46 percent compared with 36. However, in April 1949, 55 percent of the stores carried the product.

Fresh grapefruit were available in 54 percent of the stores in May 1950, almost the same as in November 1949 but slightly lower than in April 1949.

Fresh lemons could be purchased in 74 percent of the retail food stores in May 1950, about the same as in November 1949 and only slightly below the high level of 76 percent in August 1949. Lemons were available in 70 percent of the stores in April 1949.

Almost 92 percent of the largest stores (those with annual total volume of business of over \$500,000) had California oranges available in May 1950, compared with 44 percent of the smallest stores (those with an annual volume of under \$50,000) (table 9). Fewer stores in each size category had Florida oranges available--from 68 percent in the largest stores to 41 percent in the smallest.

About 90 percent of the national chain outlets had Florida oranges available in May 1950 and almost 80 percent had California oranges. In regional and local chain outlets the percentages were about the same for fruit from both producing areas, while slightly more independent groceries carried California than Florida oranges.

More stores in cities with populations of 100,000 to 500,000 had California oranges available than stores in either larger or smaller cities. Florida oranges, on the other hand, were found most frequently in stores in cities of 10,000 to 100,000 population.

In the Northeast region, as well as New York City, an approximately equal percentage of stores had California and Florida oranges available. More stores in North Central region had California oranges available than Florida oranges. In the Southern region, however, only 4 percent of the retail food stores carried California oranges, compared with 54 percent having Florida oranges available.



Lemons were found more frequently in stores with an annual volume of business of over \$100,000 than in smaller stores. All of the outlets of national chains had lemons available in May 1950, compared with 82 percent of the regional chain outlets and 72 percent of the independent groceries (table 9).

### CANNED AND FROZEN JUICES

Nine out of every ten retail food stores in the United States stocked canned tomato and canned single strength orange juice in May 1950, while canned grapefruit juice was available in eight out of every ten stores. About three out of every four stores stocked canned pineapple juice and grape juice, and two out of three had prune juice available. Only about half of the stores had canned orange-grapefruit blend, apple juice, or lemon juice, while canned tangerine juice was available in about 20 percent (table 3).

Over one-third of the stores had frozen concentrated orange juice available in May 1950, while one-fifth of the stores stocked frozen concentrated grape juice. This is the highest availability rate yet reported for frozen concentrated orange juice and is over twice the level of April 1949.

During the past year there has been relatively little change in the extent of distribution of canned citrus juices, except for lemon juice. In May 1950, 43 percent of the stores stocked lemon juice compared with 35 percent in April 1949 and 42 percent in November 1949. More stores were stocking apple, grape, and prune juice in May 1950 compared with April 1949, but fewer stores compared with the levels of November 1949. There was very little variation over the period in percent of stores handling tomato juice.

More of the largest retail food stores (\$500,000 and over per year) had canned single strength citrus juices in stock in May 1950 than did smaller stores (table 10).

National chain store outlets had better distribution of canned citrus juices in May 1950 than did either regional chains or independent groceries.

A larger proportion of food stores in the Pacific and North Central regions stocked canned citrus juices in May 1950 than those in other regions; the smallest percentage of stores with canned citrus juices available were found in the South and Northeast. Of the three major cities, distribution was best in Los Angeles and poorest in New York City.

More stores in the higher volume category handled frozen concentrated orange juice than stores doing a lower volume of business. By type of store, 62 percent of the national chains had frozen concentrated orange juice available as compared with 60 percent in the regional chains and 36 percent of the independent groceries (table 10).

Frozen concentrated orange juice was most widely available during May 1950 in medium-sized cities and was stocked by the fewest stores in cities under 10,000 population. Regionally, distribution of the frozen product was best in the Pacific and North Central regions and poorest in the South.

Fewer stores carry frozen concentrated grape juice than frozen concentrated orange juice but the pattern of distribution is similar for both products except that slightly more stores in the Northeast and North Central regions had the grape product available in May 1950 than stores in the Pacific region.

Other canned juices generally followed the same pattern as the canned citrus juices (table 11). More of the larger stores stocked apple, grape, pineapple, prune, and tomato juice than stores with a smaller annual volume of business. By type of store, national chains were highest in percentage of stores handling, while distribution was poorest in independent groceries. More stores stocked tomato juice in May 1950 than any other canned juice.

#### DRIED FRUITS

There was considerable variation in the percentage of retail food stores handling the different dried fruits in May 1950. Three-fourths or more of the stores had raisins or dried prunes available, while one-third of the stores carried dried apricots, peaches, and dates, and only about one-eighth dried figs or mixed dried fruits.

Inventories of dried fruits in retail stores in May 1950 were roughly comparable to those in April 1949 but below those in November 1949 (table 8).

Of the total supply of dried prunes in retail food stores in May, 84 percent were in cartons, 5 percent in transparent film bags, and 11 percent in other types of containers. The inventory of raisins by type of container was similar to prunes, 83 percent in cartons, 5 percent in film bags, and 12 percent in other types of packages. For dried figs, the transparent film package was the most common container with 44 percent of the figs packaged this way, 25 percent were in cartons, and 31 percent in other forms of packaging.

The availability pattern was similar for all of the dried fruits (table 12). The larger stores more commonly had dried fruits available than did the smaller stores. Also, without exception, the percentage of availability was greatest in outlets of the national chains and lowest in independent groceries. Considerably more stores stocked dried prunes and raisins in cartons than in transparent film bags and dried prunes were found more frequently available in 1-pound cartons than in 2-pound cartons (64 percent compared with 21 percent).

A larger proportion of stores in the larger cities generally had dried fruits available than stores in smaller cities, particularly those stores in cities under 10,000 population. A greater percentage of stores in the Pacific, North Central, and Mountain and Southwest regions had dried fruits available in May 1950 than stores in the Northeast and South.

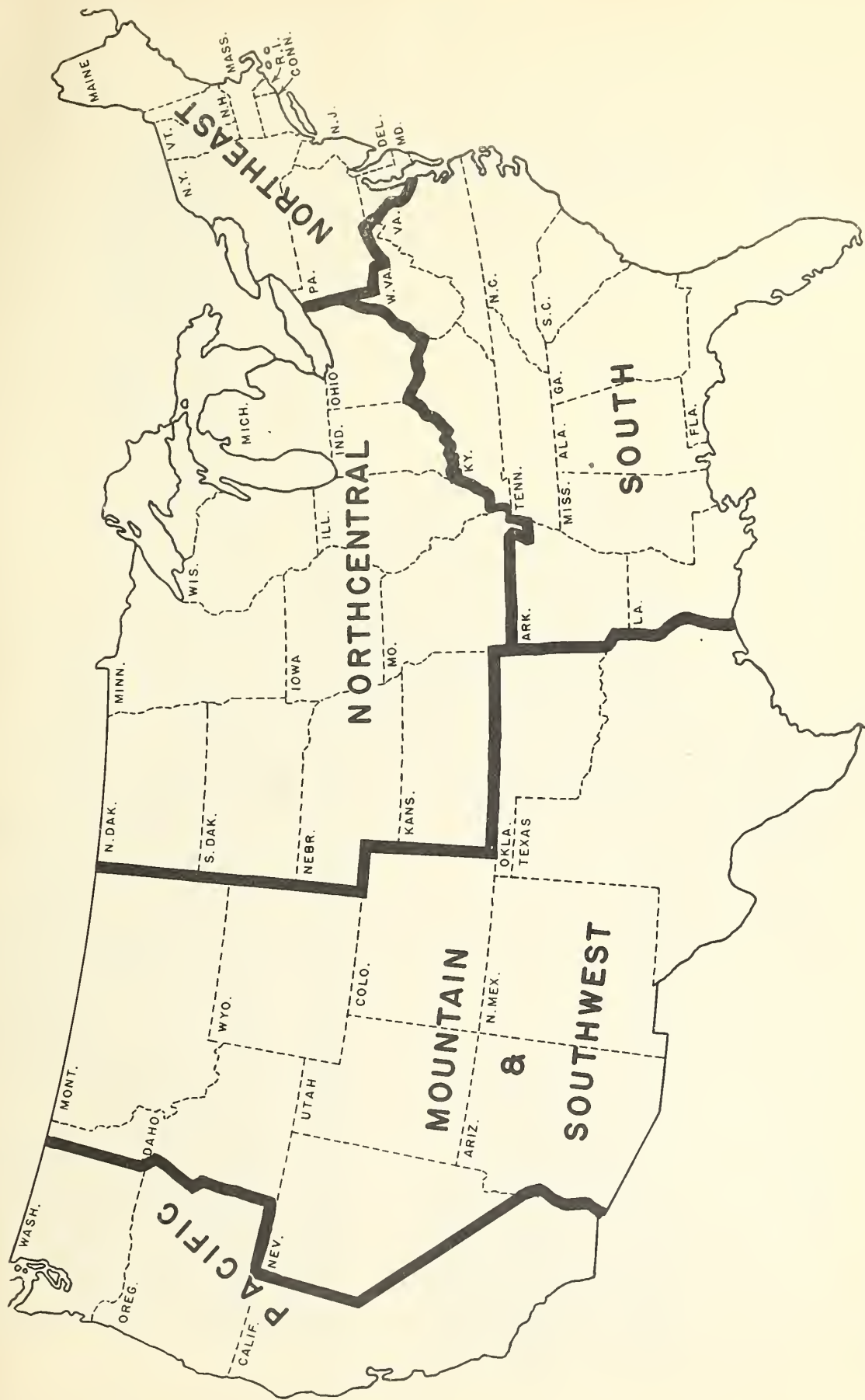


Figure I.-- Regions for national retail food store audit.



Table 1.- Composition of sample of retail food stores included in national retail food store audit 1/  
May 1950

Classification	Stores	Classification	Stores
	number		number
U. S. total	1,915		
Dollar volume of store business annually:		City size, population:	
Under \$50,000	1,105	Under 10,000	696
\$50,000 to \$100,000	446	10,000 to 100,000	383
\$100,000 to \$500,000	306	100,000 to 500,000	269
\$500,000 and over	58	500,000 and over	567
Type of store management:		Region 3/ or city:	
National chains	56	Northeast	289
Regional and local chains	107	North Central	291
Independent groceries	1,747	South	270
All others 2/	5	Mountain and Southwest	280
		Pacific	241
		New York City 4/	165
		Chicago 5/	176
		Los Angeles 6/	203

1/ Conducted by Industrial Surveys Co., Inc., for U. S. Department of Agriculture under RMA contract.

2/ Included miscellaneous types of stores (other than grocery stores) selling foods, such as department stores, delicatessen, service stations, and feed stores.

3/ Regions included the following States: Northeast - Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, and Maryland; North Central - Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Iowa, and Missouri; South - Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, and Arkansas; Mountain and Southwest - Idaho, Montana, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Texas, and Oklahoma; Pacific - Washington, Oregon, and California.

4/ Not included in Northeast Region.

5/ Not included in North Central Region.

6/ Not included in Pacific Region.



Section I

Table 2.- Fresh fruits: Comparative percentages of all retail food stores handling specified fresh fruits, October 1948, April 1949, November 1949, and May 1950

Commodity	October 1948	April 1949	August 1949	November 1949	May 1950
			percent		
Oranges:					
Calif.-Ariz.	44.4	35.0	55.3	50.9	51.2
Florida	27.6	55.3	1/	36.4	46.0
Texas	7.8	3.7	1/	5.8	1/
Other	--	--	11.9	--	4.2
Total	71.1	79.0	65.7	77.1	77.5
Grapefruit	47.2	56.6	1/	52.8	53.5
Lemons	66.5	69.5	75.5	73.0	73.5

1/ Data not available.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Components do not equal totals because stores carry more than one type of a particular commodity such as both California and Florida oranges; in other instances, the totals, include data on commodities not classified as to origin, and therefore not listed separately.

Table 3.- Canned juices: Comparative percentages of all retail food stores handling certain canned juices, April 1949, August 1949, November 1949, and May 1950

Commodity	% April 1949	% August 1949	% November 1949	% May 1950
<u>Orange:</u>				
No. 2 can	78.6	67.5	68.6	75.1
46 oz. can	64.8	59.0	58.4	65.1
Other	10.2	8.3	14.7	12.4
Total	90.8	83.9	84.2	89.2
<u>Grapefruit:</u>				
No. 2 can	75.1	69.8	68.0	69.5
46 oz. can	62.2	58.6	55.2	56.9
Other	5.6	6.9	9.3	9.9
Total	86.8	84.1	81.9	83.4
<u>Orange=grapefruit blends:</u>				
No. 2 can	44.4	42.7	44.7	43.4
46 oz. can	41.7	39.0	39.5	41.9
Other	2.2	3.1	4.2	3.9
Total	57.3	56.2	56.9	56.4
<u>Lemon:</u>				
5½ or 6 oz.	26.0	25.6	29.6	28.7
Other	11.6	16.9	18.2	20.8
Total	34.8	38.4	42.3	43.4
<u>Tangerine:</u>				
No. 2 can	17.6	16.8	16.7	16.6
Other	1.9	4.5	3.3	5.6
Total	18.2	19.2	18.4	19.2
Apple	39.9	32.0	44.4	45.7
Grape	65.8	68.6	74.1	71.6
Pineapple	77.1	68.4	74.1	77.7
<u>Prune:</u>				
Qt. glass	58.4	57.8	62.9	62.3
Other	13.2	15.7	21.1	20.3
Total	61.9	62.3	68.0	67.1
Tomato	89.9	92.1	92.6	91.6
<u>Frozen concentrates:</u>				
Orange	16.9	24.5	31.4	37.8
Grape	--	--	--	20.3

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Components do not equal totals because some stores carry more than one size of container for a particular commodity.

Table 4.- Dried fruits: Comparative percentages of all retail food stores handling specified dried fruits, October 1948, April 1949, November 1949, and May 1950

Commodity	October 1948	April 1949	August 1949	November 1949	May 1950
	percent				
Apples	16.2	18.2	12.2	15.7	18.2
Apricots	27.4	29.2	22.4	30.9	32.4
Dates	34.3	29.3	22.5	39.1	33.5
Figs:					
8 oz. cello brick	1/	4.1	2.1	4.8	3.5
Trans. film bag	1/	1/	1/	1/	8.3
Others	1/	9.9	6.5	15.2	2.5
Total	1/	13.4	8.3	18.0	13.3
Mixed fruits	1/	1/	1/	1/	9.1
Peaches	26.4	31.5	19.3	28.5	33.6
Pears	4.3	2.2	1.0	1.3	2.1
Prunes:					
1 lb. carton	1/	57.0	51.3	56.6	64.0
2 lb. carton	1/	20.3	17.5	18.8	21.0
Trans. film bag	1/	1/	1/	1/	6.0
Others	1/	12.2	7.8	10.1	10.1
Total	65.9	72.7	63.6	69.0	76.1
Raisins:					
15 oz. carton	1/	53.9	49.3	57.5	65.4
Trans. film bag	1/	1/	1/	1/	4.5
Others	1/	35.7	22.3	30.4	27.7
Total	68.8	79.5	66.2	78.2	82.4

1/ Data not available.

Source of data: National retail store audit conducted by Industrial Surveys Co., Inc., under RMA contract.

Components do not equal totals because some stores carry more than one type of a particular commodity such as dried prunes in 1 pound and 2 pound cartons.



Table 5.- Fresh oranges, grapefruit, and lemons: Availability by store volume, store type, city size, and region; October 1948, April 1949, August 1949, November 1949, and May 1950

Classification	Oranges					Grapefruit 1/2					Lemons				
	Oct. : 1948	Apr. : 1949	Aug. : 1949	Nov. : 1949	May : 1950	Oct. : 1948	Apr. : 1949	Nov. : 1949	May : 1950	Oct. : 1948	Apr. : 1949	Aug. : 1949	Nov. : 1949	May : 1950	
	percent														
U. S. total	71.1	79.0	65.7	77.1	77.5	47.2	56.6	52.8	53.5	66.5	69.5	75.5	73.0	73.5	
Volume of store business:															
Under \$50,000	67.9	75.1	57.6	71.9	71.8	38.5	46.4	41.9	42.3	62.2	63.8	70.1	66.5	67.8	
\$50,000 to \$100,000	83.3	86.7	82.4	87.3	89.1	69.2	78.5	73.7	75.4	79.5	80.9	86.3	85.9	83.3	
\$100,000 to \$500,000	88.1	93.5	90.6	93.7	96.9	82.7	91.0	89.1	91.8	87.4	90.2	92.8	94.1	95.0	
\$500,000 and over	92.3	92.9	95.3	95.2	96.5	91.5	91.0	90.6	96.1	92.3	92.9	95.3	94.9	96.1	
Type of store management:															
National chains	86.3	94.4	96.1	94.4	96.3	83.9	90.3	92.1	96.3	85.7	93.6	100.0	97.7	100.0	
Regional chains	2/	95.7	89.1	88.8	91.2	2/	89.9	79.3	84.6	2/	90.5	91.1	87.9	81.5	
Independent groceries	71.6	77.9	63.9	76.1	76.4	45.4	54.3	50.6	51.0	66.5	68.0	74.2	71.7	72.4	
City size, population:															
Under 10,000	70.5	78.7	61.1	78.4	75.6	40.8	51.5	47.8	46.1	67.0	68.0	73.8	73.4	71.6	
10,000 to 100,000	78.3	86.5	73.7	82.5	84.2	53.1	64.6	60.6	60.6	69.3	75.9	83.7	78.9	79.4	
100,000 to 500,000	79.7	86.8	80.7	82.9	87.4	56.3	64.9	60.3	72.0	76.8	79.1	86.5	82.8	84.5	
500,000 and over	58.9	65.4	60.0	63.6	67.4	49.2	55.5	53.3	57.2	55.6	59.7	63.8	59.5	63.9	
Region or city:															
Northeast	70.5	80.2	75.7	80.0	82.5	47.2	57.5	51.2	54.5	62.2	65.3	76.2	70.9	70.0	
North Central	84.4	91.7	86.0	90.5	93.5	68.2	75.6	71.6	75.3	76.1	79.7	87.9	83.7	83.9	
South	62.1	73.7	40.3	67.6	57.9	27.6	39.5	33.9	27.6	61.3	65.6	69.7	68.4	65.3	
Mountain and Southwest	83.5	82.3	63.0	78.2	79.6	48.0	57.1	53.1	47.9	80.4	77.0	76.2	78.1	76.3	
Pacific	88.7	90.3	85.0	87.8	93.8	73.9	74.6	71.7	80.2	87.0	36.2	88.7	87.4	92.5	
New York City	47.0	49.7	46.6	50.3	55.2	43.4	47.6	44.8	51.5	45.2	48.7	50.6	48.6	56.4	
Chicago	83.3	88.0	75.5	83.8	85.2	59.4	68.3	59.8	67.1	77.1	76.0	70.4	76.0	80.7	
Los Angeles	4/	4/	4/	4/	86.2	4/	4/	4/	77.4	4/	4/	4/	4/	86.2	

1/ Data not available for August.

2/ Included with national chains.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

4/ Prior to May 1950, data on Los Angeles were included with Pacific Region.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 6.- Canned single strength orange juice, canned tomato juice, and frozen concentrated orange juice. Availability by store volume, store type, city size, and region;

April, August, November 1949, and May 1950

Classification	Frozen concentrated		Orange juice		Tomato juice							
	orange juice											
	Apr. : 1949	Aug. : 1949	May : 1950	Apr. : 1949	May : 1950	Apr. : 1949	May : 1950					
U. S. total	16.9	24.5	31.4	37.8	90.8	83.9	84.2	89.2	89.9	92.1	92.6	91.6
Volume of store business:												
Under \$50,000	11.3	15.5	21.3	26.6	88.4	80.3	80.8	86.4	87.3	90.5	91.0	89.4
\$50,000 to \$100,000	29.1	40.3	51.9	58.9	96.6	91.7	90.0	95.0	96.2	96.1	96.3	97.2
\$100,000 to \$500,000	39.3	54.4	60.2	77.1	98.4	94.2	96.2	99.2	97.5	96.2	96.9	97.6
\$500,000 and over	56.0	74.0	90.1	79.5	94.6	100.0	98.9	95.0	100.0	100.0	100.0	95.0
Type of store managements:												
National chains	27.4	39.6	59.1	62.2	95.0	99.4	100.0	96.3	98.1	100.0	100.0	96.3
Regional chains	34.5	44.9	47.9	60.0	97.6	97.6	96.7	98.0	96.0	93.1	96.4	97.2
Independent groceries	16.4	23.1	29.9	36.2	90.4	82.9	83.2	88.6	89.4	92.0	92.2	91.2
City size, populations:												
Under 10,000	9.9	17.3	20.9	28.5	91.1	84.7	84.9	89.7	90.3	93.2	93.4	91.6
10,000 to 100,000	22.5	30.6	40.6	49.5	92.7	83.5	85.8	89.0	91.9	92.6	93.5	92.3
100,000 to 500,000	21.1	30.1	45.0	52.8	92.5	85.4	85.6	90.6	88.8	94.2	97.5	94.2
500,000 and over	30.1	33.7	42.5	42.9	86.4	81.3	79.5	86.9	86.4	87.3	86.7	88.7
Region 1/ or city:												
Northeast	29.4	36.0	40.8	45.9	91.2	83.3	84.5	87.8	90.1	93.2	96.0	92.9
North Central	17.6	26.7	34.0	47.0	94.2	89.6	91.8	93.2	94.8	98.2	95.3	95.8
South	5.6	9.2	13.6	16.2	89.4	79.1	76.7	86.0	88.3	90.5	88.6	85.7
Mountain and Southwest	7.5	18.6	26.9	35.6	92.9	87.7	89.2	94.5	90.2	90.2	96.1	96.6
Pacific	13.1	30.9	49.1	58.8	94.6	91.1	94.4	95.1	96.0	96.9	98.0	98.6
New York City	27.3	31.5	39.2	38.2	81.3	75.8	71.8	77.0	77.5	78.1	80.1	78.8
Chicago	30.6	31.8	38.6	46.0	91.3	83.5	83.8	90.9	94.5	90.3	92.2	93.8
Los Angeles	2/	2/	2/	71.9	2/	2/	2/	94.6	2/	2/	2/	96.1

1/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

2/ Prior to May 1950, data on Los Angeles were included with Pacific Region.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.



Table 7.- Dried prunes and raisins: Availability by store volume, store type, city size, and region; October 1948, April 1949, August 1949, November 1949, and May 1950.

Classification	Dried prunes					Raisins				
	Oct. :	Apr. :	Aug. :	Nov. :	May :	Oct. :	Apr. :	Aug. :	Nov. :	May :
	1948 :	1949 :	1949 :	1949 :	1950 :	1948 :	1949 :	1949 :	1949 :	1950 :
----- percent -----										
U. S. total	65.9	72.7	63.6	69.0	76.1	68.8	79.5	66.2	78.2	82.4
Volume of store businesses:										
Under \$50,000	59.5	65.5	56.6	61.9	69.5	64.0	74.0	59.8	72.8	77.7
\$50,000 to \$100,000	86.8	90.2	77.5	85.6	91.6	86.3	93.2	78.8	91.5	92.2
\$100,000 to \$500,000	89.9	93.3	86.5	86.7	95.7	87.2	95.3	86.0	91.6	97.6
\$500,000 and over	99.2	99.3	90.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type of store management:										
National chains	90.1	95.9	83.6	98.5	98.0	87.2	99.7	87.2	97.2	98.0
Regional chains	1/	94.9	81.5	88.7	95.7	1/	95.1	78.1	91.5	93.9
Independent groceries	65.7	71.1	62.5	67.5	74.7	69.1	78.4	65.3	77.3	81.5
City size, population:										
Under 10,000	62.6	69.3	59.2	65.7	74.0	70.6	79.1	63.5	75.8	82.4
10,000 to 100,000	67.4	75.0	66.1	68.5	78.8	66.6	83.2	71.1	82.8	83.4
100,000 to 500,000	68.6	75.7	70.0	76.0	77.8	72.3	76.1	72.2	85.2	87.6
500,000 and over	69.8	77.4	69.4	75.2	78.3	65.1	76.3	64.5	75.8	78.0
Region or city:										
Northeast	69.4	77.5	66.5	71.6	76.4	69.4	80.9	69.0	83.8	84.5
North Central	77.9	85.4	79.4	84.4	91.2	82.4	91.5	88.2	90.2	96.7
South	50.1	56.1	41.8	48.2	57.9	55.9	67.1	43.8	62.0	67.6
Mountain and Southwest	65.7	74.9	66.3	66.4	78.9	77.4	87.3	66.0	78.1	83.4
Pacific	83.5	82.8	82.7	85.7	89.0	86.5	88.5	87.5	91.6	92.5
New York City	66.7	70.6	59.0	66.9	70.3	56.2	70.6	52.2	66.9	66.7
Chicago	77.1	80.9	75.0	82.1	85.8	79.2	82.0	65.9	80.5	84.7
Los Angeles	2/	2/	2/	2/	93.6	2/	2/	2/	2/	93.6

1/ Included with national chains.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

3/ Prior to May 1950, data on Los Angeles were included with Pacific Region.

Table 8.—Dried fruits: Comparison of inventories in retail food stores: April, August, November 1949, and May 1950

Commodity	April 1949	August 1949	November 1949	May 1950
- - - 1000 pounds - - -				
<u>Dried prunes:</u>				
Carton	9,281.3	6,921.3	10,451.4	9,982.1
Transparent film bags	767.7	264.3	466.5	667.9
Others 1/	809.3	484.2	1,018.0	1,270.2
Total	10,858.3	7,669.8	11,935.9	11,920.2
<u>Raisins:</u>				
Carton	9,290.1	6,159.0	10,973.2	7,508.4
Transparent film bags	500.8	176.6	592.5	478.7
Other 1/	1,346.5	812.7	1,707.0	3,174.3
Total	11,137.4	7,148.3	13,272.7	11,161.4
Dried apricots	1,970.7	1,123.9	2,374.7	1,777.7
Dried peaches	2,261.1	1,001.1	2,244.9	1,882.3
<u>Dried figs:</u>				
Carton	227.1	127.0	491.4	170.0
Transparent film bags	57.5	99.8	925.9	300.6
Other 1/	383.0	61.5	644.4	210.7
Total	667.6	288.3	2,031.7	681.3
Dates	1,603.2	900.3	3,464.2	1,498.9
Dried apples	1,044.1	576.7	866.4	777.1
Dried pears	150.9	39.8	103.8	129.2

1/ Included paper bag, bulk, etc.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.



Section II

Table 9.—Percentage of retail food stores handling fresh citrus fruits, May 1950

Classification	Oranges					Lemons		Grapefruit
	California	Florida	Other	Total	percent			
U. S. total	51.2	46.0	4.2	77.5		73.5		53.5
Volume of store business:								
Under \$50,000	44.2	40.8	3.7	71.8		67.8		42.3
\$50,000 to \$100,000	65.8	54.4	4.3	89.1		83.3		75.4
\$100,000 to \$500,000	71.8	66.3	7.7	96.9		95.0		91.8
\$500,000 and over	91.3	68.0	2.5	96.5		96.1		96.1
Type of store management:								
National chains	78.9	87.9	1.1	96.3		100.0		96.3
Regional and local chains	65.9	68.2	10.5	91.2		81.5		84.6
Independent groceries	50.0	43.9	4.0	76.4		72.4		51.0
City size, population:								
Under 10,000	43.2	41.9	5.4	75.6		71.6		46.1
10,000 to 100,000	61.9	53.1	3.8	84.2		79.4		60.6
100,000 to 500,000	65.2	47.5	3.7	87.4		84.5		72.0
500,000 and over	54.0	48.6	1.2	67.4		63.9		57.2
Region or city:								
Northeast	62.4	59.7	0.7	82.5		70.0		54.5
North Central	76.7	42.4	4.3	93.5		83.9		75.3
South	3.7	54.2	1.9	57.9		65.3		27.6
Mountain and Southwest	59.7	21.1	21.2	79.6		76.3		47.9
Pacific	93.5	2.4	0.3	93.8		92.5		80.2
New York City	43.6	51.5	1.2	55.2		56.4		51.5
Chicago	73.3	52.8	4.0	85.2		80.7		67.1
Los Angeles	84.7	--	1.5	86.2		86.2		77.4

1/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Components do not equal totals because some stores carry more than one type of a particular product.

Table 10.- Percentage of retail food stores handling canned citrus juices, May 1950

Classification	Orange juice			Lemon juice			Frozen concentrated orange juice	
	No. 2 : 46 oz. : Other : can :			5 1/2 or 6 : oz. can :			Total :	
	percent			percent			Total :	
U. S. total	75.1	65.1	12.4	89.2	28.7	20.8	43.4	37.8
Volume of store business:								
Under \$50,000	71.2	55.6	9.8	86.4	21.4	13.4	32.6	26.6
\$50,000 to \$100,000	81.2	85.9	15.6	95.0	40.5	32.9	61.6	58.9
\$100,000 to \$500,000	91.0	95.7	24.1	99.2	55.9	47.7	82.5	77.1
Over \$500,000	88.9	93.6	26.3	95.0	64.1	66.7	96.0	79.5
Type of store management:								
National chains	96.3	96.3	23.1	96.3	73.4	68.6	98.0	62.2
Regional and local chains	91.1	88.5	30.7	98.0	57.9	50.5	83.0	60.0
Independent groceries	73.8	63.3	11.3	88.6	26.2	18.1	40.1	36.2
City size, population:								
Under 10,000	73.6	61.7	11.8	89.7	22.3	18.3	36.0	28.5
10,000 to 100,000	73.2	69.0	13.2	89.0	35.9	23.1	51.2	49.5
100,000 to 500,000	81.7	67.4	18.7	90.6	38.5	23.1	52.8	52.8
Over 500,000	79.3	69.7	9.7	86.9	33.8	24.7	51.1	42.9
Region or city:								
Northeast	76.4	65.7	9.2	87.8	39.9	17.5	50.8	45.9
North Central	63.6	85.9	8.7	93.2	35.3	33.9	57.9	47.0
South	78.7	41.7	13.0	86.0	6.6	12.7	17.0	16.2
Mountain and Southwest	83.2	65.1	25.5	94.5	25.3	13.9	34.8	35.6
Pacific	81.8	82.4	23.8	95.1	51.7	18.0	67.2	58.8
New York City	76.4	62.4	7.3	77.0	38.2	12.7	44.8	38.2
Chicago	88.1	62.5	10.2	90.9	5.7	77.3	79.0	46.0
Los Angeles	85.2	78.8	16.3	94.6	72.9	13.3	80.8	71.9

(Continued)

See footnotes at end of table.

Table 10.- Percentage of retail food stores handling canned citrus juices, May 1950 - Continued

Classification	Grapefruit juice			Blended juice			Tangerine juice		
	% No. 2 : can	% 4/6 oz. : can	% Other :	% Total :	% No. 2 : can	% 4/6 oz. : can	% Other :	% Total :	% Total
U. S. total	69.5	56.9	9.9	83.4	43.4	41.9	3.9	56.4	19.2
Volume of store business:									
Under \$50,000	64.0	44.8	7.0	78.4	34.2	31.3	2.0	46.9	11.9
\$50,000 to \$100,000	88.1	83.7	12.0	95.5	61.3	63.8	6.0	77.5	26.5
\$100,000 to \$500,000	87.3	94.8	24.4	97.7	74.1	75.1	12.2	84.6	51.9
Over \$500,000	100.0	98.6	26.0	100.0	86.9	93.9	14.4	93.9	65.4
Type of store management:									
National chains	99.5	100.0	31.6	100.0	99.5	96.3	14.7	100.00	60.3
Regional & local chains	90.9	89.1	22.1	99.1	78.0	84.0	19.6	92.3	63.0
Independent groceries	67.8	54.3	8.8	82.3	40.5	38.6	2.9	53.6	16.0
City size, population:									
Under 10,000	65.4	51.0	9.7	81.2	35.7	37.0	4.0	49.7	15.9
10,000 to 100,000	72.2	63.7	14.0	87.0	49.6	45.8	4.1	63.3	24.9
100,000 to 500,000	75.8	64.5	6.0	89.3	49.0	49.4	3.2	63.0	15.5
Over 500,000	75.9	62.4	6.6	81.8	57.5	48.6	3.5	64.6	24.0
Region or city:									
Northeast	74.1	58.7	7.0	86.8	55.1	50.5	2.9	68.5	23.4
North Central	56.7	73.9	8.3	87.2	43.9	59.0	4.0	71.1	22.6
South	67.4	27.2	9.1	72.3	20.4	13.2	2.5	23.5	10.5
Mountain & Southwest	81.4	65.7	22.8	90.7	39.7	28.9	6.1	49.4	16.7
Pacific	83.5	87.4	17.1	97.5	71.0	71.2	10.3	85.2	17.6
New York City	72.7	62.4	4.8	75.2	64.8	53.9	3.6	66.7	30.3
Chicago	82.4	59.1	9.1	86.4	64.8	51.1	8.0	72.7	16.5
Los Angeles	93.1	84.2	5.4	95.6	75.4	62.1	2.0	82.8	17.7

1/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Co., Inc., under RMA contract.

Components do not equal totals because some stores carry more than one type of a particular product.



Table 11.—Percentage of retail food stores handling certain canned juices other than citrus, May 1950

Classification	Apple	Grape	Pineapple	Qt. glass	Prune		Tomato	Frozen	
					Other	Total		concentrated	grape
U. S. total	45.7	71.6	77.7	62.3	20.3	67.1	91.6	20.3	
Volume of store business:									
Under \$50,000	36.0	63.6	71.6	51.7	14.1	57.4	89.4	11.4	
\$50,000 to \$100,000	62.0	88.6	91.9	87.0	28.3	89.9	97.2	33.4	
\$100,000 to \$500,000	81.4	97.6	95.4	93.5	42.3	95.0	97.6	55.9	
Over \$500,000	92.8	100.0	97.5	97.0	79.0	98.6	95.0	62.4	
Type of store management:									
National chains	84.0	100.0	96.9	99.8	65.2	100.0	96.3	44.1	
Regional & local chains	79.1	92.7	93.7	92.5	52.5	93.6	97.2	42.7	
Independent groceries	43.4	69.9	76.6	60.0	17.7	65.0	91.2	18.6	
City size, population:									
Under 10,000	39.5	67.1	71.9	52.8	15.6	57.2	91.6	14.3	
10,000 to 100,000	48.9	79.0	83.0	74.8	24.7	79.4	92.3	30.5	
100,000 to 500,000	58.1	80.1	88.7	66.9	27.7	73.9	94.2	24.1	
Over 500,000	54.9	70.8	82.8	73.8	25.5	78.2	88.7	22.8	
Region or city:									
Northeast	46.1	76.2	85.8	76.7	15.5	78.0	92.9	25.6	
North Central	44.6	76.5	83.1	70.1	20.8	76.3	95.8	26.5	
South	30.5	58.3	58.5	36.0	12.5	40.5	85.7	7.5	
Mountain and Southwest	56.9	76.8	82.8	58.6	30.1	68.0	96.6	18.7	
Pacific	83.2	89.2	93.0	77.3	43.8	83.8	98.6	22.8	
New York City	57.0	63.6	75.2	73.3	20.6	74.5	78.8	24.2	
Chicago	56.2	75.6	92.6	68.8	42.6	79.5	93.8	25.6	
Los Angeles	80.3	90.6	93.1	79.3	72.4	90.6	96.1	26.6	

1/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 12.—Percentage of retail food stores handling dried fruits, May 1950

Classification	Dried prunes				Raisins				Total	Apricots	Peaches
	1 lb. carton	2 lb. carton	Trans.	Other	15 oz. carton	Trans.	Other				
			film bag			film bag					
U. S. total	64.0	21.0	6.0	10.1	76.1	65.4	4.5	27.7	82.4	32.4	33.6
Volume of store business:											
Under \$50,000	58.2	12.2	3.1	7.8	69.5	59.5	2.3	23.4	77.7	21.7	25.0
\$50,000 to \$100,000	75.2	30.4	8.6	12.7	91.6	77.5	7.5	32.6	92.2	50.5	49.3
\$100,000 to \$500,000	83.5	58.6	17.7	19.3	95.7	83.7	13.3	48.0	97.6	72.2	62.9
Over \$500,000	90.4	83.6	37.9	32.0	100.0	98.5	20.2	40.9	100.0	80.5	77.1
Type of store management:											
National chains	90.6	68.8	36.3	13.6	98.0	96.4	4.4	35.1	98.0	82.4	78.2
Regional & local chains	81.9	67.9	20.3	26.3	95.7	85.2	8.5	38.1	93.9	71.9	64.6
Independent groceries	62.5	17.9	4.7	9.3	74.7	63.8	4.4	27.0	81.5	29.3	31.0
City size, population:											
Under 10,000	58.5	20.4	4.8	12.2	74.0	61.7	4.4	32.1	82.4	27.8	39.2
10,000 to 100,000	69.9	20.4	9.2	6.0	78.8	70.7	5.4	23.0	83.4	42.4	28.1
100,000 to 500,000	69.1	21.0	7.1	6.7	77.8	70.0	3.2	28.5	87.6	29.3	33.6
Over 500,000	71.1	24.1	4.6	11.2	78.3	67.4	4.6	18.7	78.0	34.4	22.2
Region or city:											
Northeast	68.8	18.0	2.8	9.7	76.4	72.4	0.6	23.4	84.5	29.6	14.4
North Central	80.8	26.8	5.5	8.3	91.2	78.0	4.3	32.4	96.7	47.2	33.7
South	49.8	8.0	1.7	8.3	57.9	48.2	0.3	22.8	67.6	13.2	49.9
Mountain & Southwest	50.7	24.1	18.0	12.1	78.9	58.0	14.8	36.6	83.4	45.2	51.6
Pacific	49.2	55.2	18.9	15.8	89.0	74.2	19.9	48.1	92.5	40.7	35.3
New York City	60.6	34.5	3.6	17.0	70.3	57.0	3.0	20.6	66.7	29.1	9.7
Chicago	81.6	8.0	3.4	8.5	85.8	80.1	8.0	10.2	84.7	34.7	25.0
Los Angeles	81.3	43.8	45.8	25.6	93.6	84.2	43.3	30.5	93.6	59.1	51.2

Footnotes at end of table.

(Continued)

Table 12.- Percentage of retail food stores handling dried fruits, May 1950 - Continued

Classification	Dried figs									
	Carton:	Trans. film:	Other:	Total:	Dates:	Dried apples:	Mixed dried fruits:	Dried pears:		
U. S. total	3.5	8.3	2.5	13.3	33.5	18.2	9.1	2.1		
Volume of store business:										
Under \$50,000	2.1	4.3	1.9	7.9	24.7	14.2	4.9	0.8		
\$50,000 to \$100,000	4.5	15.2	3.4	22.3	48.4	19.5	16.5	2.3		
\$100,000 to \$500,000	9.8	22.8	5.1	33.2	66.2	42.6	22.2	8.3		
Over \$500,000	12.5	28.2	1.7	39.8	76.9	25.6	46.4	21.9		
Type of store management:										
National chains	16.0	24.8	6.0	41.5	62.6	14.1	36.8	11.9		
Regional & local chains	12.6	14.3	3.6	27.6	69.3	33.9	30.5	12.9		
Independent groceries	2.8	7.7	2.4	12.0	31.3	17.5	7.5	1.5		
City size, population:										
Under 10,000	2.5	7.3	2.2	11.5	31.3	23.3	6.2	1.7		
10,000 to 100,000	5.5	9.0	2.7	15.4	45.1	15.4	7.9	2.1		
100,000 to 500,000	4.8	10.9	2.6	16.7	31.8	13.9	13.6	2.0		
Over 500,000	3.1	9.2	3.2	14.4	24.1	7.1	18.9	3.9		
Region or city:										
Northeast	3.2	6.4	3.1	12.5	34.0	3.4	7.9	0.5		
North Central	7.0	10.3	2.3	17.9	54.5	7.9	12.0	1.9		
South	0.7	3.4	1.4	5.2	9.8	35.2	1.7	1.1		
Mountain & Southwest	1.8	7.4	1.9	10.1	35.9	42.0	5.1	2.5		
Pacific	5.8	28.6	4.4	35.1	63.0	22.2	19.5	10.0		
New York City	1.2	10.3	4.8	15.8	17.6	3.0	26.7	5.5		
Chicago	8.5	4.0	1.1	12.5	28.4	11.9	22.2	3.4		
Los Angeles	8.4	50.2	6.4	53.7	62.1	36.9	23.6	18.2		

1/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.  
 Components do not equal totals because some stores carry more than one package size of a commodity.



Table 13.- Retail inventory of dried fruits, May 1950

Classification	Dried : prunes	Raisins	Dried : figs	Dates	Dried : apricots	Dried : peaches	Dried : apples	Dried : pears	Mixed
Total 1/	Total 1/	Total 1/	Total 1/	Total 1/	Total 1/	Total 1/	Total 1/	Total 1/	Total 1/
= = = 1000 pounds = = =									
U. S. total	11,920.2	11,161.4	681.3	1,498.9	1,777.7	1,882.3	777.1	129.2	842.8
Volume of store business:									
Under \$50,000	4,306.3	4,471.0	220.7	476.8	618.6	762.5	396.4	23.4	135.7
\$50,000 to \$100,000	2,261.4	2,414.8	187.2	324.8	369.3	422.0	134.3	18.8	131.1
\$100,000 to \$500,000	3,600.4	3,178.8	191.8	532.2	585.6	571.9	232.4	56.8	495.3
Over \$500,000	1,752.1	1,096.8	81.6	165.1	204.2	125.9	14.0	30.2	80.7
Type of store management:									
National chains	1,632.7	1,067.4	113.1	116.8	242.0	176.0	12.6	28.1	82.6
Regional & local chains	2,549.0	1,479.8	81.2	298.1	283.3	269.7	75.9	51.3	103.2
Independent groceries	7,716.5	8,565.9	485.5	1,079.3	1,239.2	1,405.1	676.9	49.8	649.9
All others	22.0	48.3	1.5	4.7	13.2	31.5	11.7	--	7.1
City size, population:									
Under 10,000	4,571.9	5,684.9	212.1	724.6	779.6	1,152.1	530.5	52.5	156.1
10,000 to 100,000	2,858.6	2,902.1	203.1	419.4	503.2	365.2	155.6	34.0	103.9
100,000 to 500,000	1,277.8	1,091.8	138.6	193.7	171.5	187.1	43.1	12.4	424.4
Over 500,000	3,211.9	1,482.6	127.5	161.2	323.4	177.9	47.9	30.3	158.4
Region or city:									
Northeast	3,234.5	2,669.2	145.1	380.8	447.0	217.3	49.5	8.4	125.4
North Central	2,968.9	3,387.7	158.0	557.8	551.3	381.1	56.6	29.2	135.6
South	1,476.3	1,661.3	49.4	102.2	195.3	829.6	412.4	36.3	377.3
Mountain & Southwest	1,057.5	1,429.8	63.7	172.1	271.4	278.4	206.7	8.7	26.3
Pacific	802.7	1,006.4	140.6	162.3	93.9	82.2	26.9	14.6	42.6
New York City	1,839.6	595.9	72.2	47.5	139.4	42.2	6.9	20.1	103.1
Chicago	212.2	178.0	14.4	36.4	41.7	24.1	6.6	4.1	23.6
Los Angeles	328.5	233.1	37.9	39.8	37.7	27.4	11.5	7.8	8.9

1/ Included paper bags, film bags and bricks, bulk, etc.

2/ Included delicatessen, department stores, selling food items, service stations, and others.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

### Section III

The availability of fresh fruits is shown in tables in Sections I and II by giving the number of retail food stores in which each fruit was on sale, as a percentage of the total number of retail food stores in the sample. However, included in this total number of stores are some that customarily do not handle any fresh fruits or vegetables. Therefore, an additional tabulation is given in this Section basing availability of fresh fruits on only those stores that usually handle some fresh fruits or vegetables. This is done by expressing the number of stores with fresh fruits on hand as a percentage of those retail food stores in the sample that customarily handle any fresh fruits or vegetables.

Table 14.- Fresh citrus fruits: Availability in retail food stores which customarily handle any fresh fruits or vegetables, August 1949, November 1949, and May 1950

Commodity	August 1949	November 1949	May 1950
	<u>percent</u>		
Oranges:			
California-Arizona	65.4	58.9	61.5
Florida	1/	42.0	55.2
Other	14.1	=	5.1
Total	77.6	89.1	93.0
Grapefruit	2/	61.0	64.2
Lemons	89.2	84.4	88.2

1/ Not shown separately.

2/ Not included in August audit.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.



Table 15.- Stores with fresh citrus fruits available as percentage of retail food stores customarily handling any fresh fruits or vegetables, May 1950

Classification	Oranges				Grapefruit & Lemons	
	California & Arizona	Florida	Other	Total		
U. S. total	61.5	55.2	5.1	93.0	64.2	88.2
Volume of store business:						
Under \$50,000	55.8	51.5	4.7	90.5	53.4	85.4
\$50,000 to \$100,000	72.0	59.5	4.7	97.4	82.4	91.1
\$100,000 to \$500,000	73.9	68.3	7.9	99.8	94.6	97.9
\$500,000 and over	94.6	70.5	2.6	100.0	99.6	99.6
Type of store management:						
National chains	78.9	87.9	1.1	96.3	96.3	100.0
Regional and local chains	72.2	74.7	11.5	100.0	92.7	89.4
Independent groceries	60.6	53.2	4.9	92.5	61.8	87.7
City size, population:						
Under 10,000	51.8	50.2	6.4	90.6	55.2	85.8
10,000 to 100,000	70.3	60.3	4.3	95.6	68.8	90.1
100,000 to 500,000	71.3	51.9	4.1	95.6	78.7	92.3
500,000 and over	76.9	69.1	1.7	96.0	81.5	91.0
Region or city:						
Northeast	74.2	71.0	0.9	98.1	64.8	83.2
North Central	80.3	44.3	4.5	97.9	78.8	87.8
South	4.9	73.2	2.6	78.2	37.3	88.3
Mountain and Southwest	71.4	25.2	25.3	95.1	57.3	91.3
Pacific	97.0	2.5	0.3	97.3	83.2	95.9
New York City	76.6	90.4	2.1	96.8	90.4	98.9
Chicago	81.1	58.5	4.4	94.3	74.2	89.3
Los Angeles	97.2	--	1.7	98.8	88.7	98.8

1/ Data for New York City, Chicago, and Los Angeles not included in regional totals.  
Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.  
Components do not equal totals because some stores carry more than one type of a particular product.

